I'm not a bot

# Ethos pathos logos in advertising pdf

## Ethos pathos and logos commercials.  Advertising ethos pathos logos.

Rhetoric is a powerful tool used by writers and speakers to persuade, inform, or motivate their audience. This technique can be seen in various aspects of life, including politics, law, advertising, creative writing, and everyday conversations. Rhetorical devices such as irony, metaphor, hyperbole, and others are employed to achieve a desired effect. The concept of rhetorical appeals, also known as the Rhetorical Triangle, is attributed to Aristotle and consists of three categories: ethos, pathos, and logos. Each category targets a different aspect of the audience's emotional response. Ethos focuses on the speaker's credibility, pathos evokes emotions, and logos employs logical reasoning. Effective persuasive advertising often balances all three appeals. However, in commercials, one appeal may be featured prominently. There are various rhetorical strategies used in advertising, each with its own effectiveness when combined with others. Ethos is a persuasive technique that relies on the credibility of the speaker or brand. It aims to convince the audience of the advertiser's reliability and ethics. By associating themselves with respected figures or institutions, advertisers can establish trust with their target audience. The use of ethos in advertising is particularly effective at unlocking trust and validating products. Brands often utilize ethos to establish trust with their audience by aligning themselves with fundamental rights and social causes. This approach, as seen in Anheuser-Busch's "Born the Hard Way" ad, emphasizes the importance of immigration and multiculturalism, thereby showcasing the brand's character and values. In advertising, ethos is particularly effective in highlighting a brand's strength or spokesperson's credibility. A notable example can be found in a Heineken commercial featuring Benicio Del Toro, where the actor's celebrity status is leveraged to promote the brand. The ad uses humor and bold-faced assertions of ethos to poke fun at both the celebrity and the brand. The "Plain Folks" persuasive advertising technique employs imagery of everyday people to create a sense of commonality and relatability with the audience. This approach, often seen in political ads, involves a spokesperson or brand appearing as an "Average Joe" to convey a sense of shared values and sensibility. By aligning their message with those of ordinary consumers, brands can tap into the emotions and values that resonate with everyday people. In contrast to ethos, which appeals to reason and logic, pathos focuses on evoking emotions through sensory experiences, nostalgia, or shared memories. While both techniques have their effectiveness in advertising, they serve distinct purposes and cater to different aspects of human psychology. A family's heartache. Love shines through. Overcoming tragedy. Emotional imagery. A poignant message. Emotions drive responses, and our consumerist society responds by buying something. Pathos taps into our fundamental emotions like joy, fear, and envy, easily triggered in various ways. Pathos is exemplified by a refreshing Coke or a frustrated infomercial character seeking relief. It's not just about evoking feelings but also anticipating responses. To explore pathos in advertising, start with language. Why? Because words have the power to trigger specific emotions. Positive words evoke love, excitement, and wonder. Take General Mills' and Cheerios' "Good Goes Round" campaign as an example. Sunshine, smiles, and bright colors are accompanied by the phrase "good goes around," inviting positivity and encouraging a link between Cheerios. On the other hand, pathos advertisements can effectively employ unpleasant emotions like fear and worry. The British Heart Foundation's ad underscores the dangers of heart disease by revealing that the narrator suddenly died at her sister's wedding, prompting the audience to avoid such a fate. For a powerful example of pathos in advertising, look no further than Zillow's emotional spot. Notice how the shots of the son are often singles and medium close-ups, highlighting his grief after losing his mother. The father tries to cheer him up by finding a new home near their grandparents. When they find a house with a skylight allowing them to see their Mother's star at night, it becomes a symbol of hope and healing through Zillow's functionality. The use of pathos in advertising appeals to our emotions, driving responses like buying something. Whether through positive or negative emotions, pathos effectively connects us to the message. The pathos advertising technique is extremely effective, as seen in various popular ads. Cosmopolitan magazines are filled with scantily clad models and sexy innuendos that grab attention and leave a lasting impression. Even a brand like Mr. Clean uses humor to spice up their mascot's image. Pathos also includes nostalgia-tinged ads, music-driven commercials, and the bandwagon effect, which creates a sense of belonging by implying that using a product will put you on the "winning team." Old Spice's "The Man Your Man Could Smell Like" ad is a great example of this. On the other hand, logos advertising focuses on logic and reason. It uses statistics, facts, charts, and graphs to persuade an audience. Logos examples include appeals to logic, citing data to make a product seem more reasonable. This technique aims to convince people through sound reasoning and evidence. A good example of a strong logos ad is Nissan's recent commercial featuring their "ProPilot" system, which uses clever camera work and storytelling to demonstrate its effectiveness. In essence, both pathos and logos are powerful persuasive techniques used in advertising. While pathos appeals to emotions, logos relies on logic and reason to make its case. By understanding these different approaches, advertisers can craft messages that resonate with their target audiences on various levels. That she starts to drift off course... but wait! The "ProPilot" system intervenes, auto-correcting the car's trajectory based on sensor data. So, what's the logic here? Well, the commercial puts the daughter in a relatable situation and leverages the machine logic behind guided systems to keep distracted kids safe. Now, does it make sense that this Star Wars homage suggests the daughter tap into the force using a guided machine? Of course not! That's opposite of Luke's actions in the movie. Is it logical for kids to fear driving past construction at 40mph? Of course not! Is there anything logical in this spot? The basic fact that young drivers get distracted, and Nissan's "ProPilot" system might save lives one day – that's how you use logic to sell cars. Tech ads often employ logos since their goal is to showcase innovative features. Take Apple's iPhone ad: they make new features pop out at you, from durable glass to Face ID software, effectively asking why choose any phone but iPhone. Logos frequently use buzzwords to sell products. A great example? Food companies capitalizing on the demand for healthy choices. This I Can't Believe It's Not Butter ad hinges on health benefits to prove its point. Of the persuasive techniques in advertising, logos build your brand as the most logical, functional, and helpful option. There are many rhetorical strategies. To get a full picture of how they work together or when to use which strategies, explore the full guide below. Each strategy can be effective in its own way. When combined, their potential effects grow exponentially. To fully grasp the power of persuasion, these are the tools you need. Ethos, pathos, and logos are highly effective rhetorical appeals, but there's more to explore, including kairos and telos. Or dive into more rhetorical devices that help construct and support these appeals, including metaphor, hyperbole, and metonymy. When you've mastered these techniques, your ability to convince and persuade in writing will be unmatched. What do Ethos, Pathos, and Logos mean in the context of advertising? These three terms are essential for understanding how advertisers persuade their audience. Let's break them down. #### Ethos Ethos is a Greek word that translates to "moral character." In writing or public speaking, it refers to appealing to the reader's or listener's sense of ethics and morality to establish authority and trustworthiness. This method of persuasion relies on demonstrating the morality of an argument and establishing goodwill with the audience. #### Pathos Unlike Ethos, which appeals to morality, Pathos is a form of persuasion that appeals directly to emotions. It aims to evoke feelings such as sympathy or pity in the audience, often driving their decision-making process and opinions on various issues, including purchasing decisions. #### Logos In advertising, Logos refers to logical reasoning and facts used to persuade the audience. It's about presenting evidence, data, or sound arguments that logically support a claim or idea. This form of persuasion is based on logic and reason rather than emotions or personal opinions. Pathos, a potent force in persuasion, plays a crucial role in convincing people, whether it's buying something, appealing to a jury, influencing voters, or persuading a friend. Despite its strength, it should never be the sole means of persuasion. People can see past emotions if an argument lacks moral foundation or makes no sense (ethos and logos). Therefore, a balanced approach is essential. In addition to pathos, logos, the third component of any major argument, proves an argument using logic. Facts, statistics, data, evidence, deductive reasoning, and scientific experiments can all be used to support one's point. When it comes to advertising, persuasion is key. To achieve success, you must master ethos, pathos, and logos. Understanding these ancient concepts will help you create effective ads that resonate with your audience. Companies use various tactics to persuade consumers, including appealing to emotions, logic, and credibility. By evoking feelings such as pain and pleasure, companies can create an emotional connection with their audience. However, it's also important to appeal to reason and facts, as this helps build trust and credibility. Logos is used when advertisers highlight statistics or logical arguments to support their claims. A company may use data to demonstrate the effectiveness of its products or show how they improve quality of life. In advertising, logos are often used in conjunction with ethos and pathos to create a persuasive message. Advertisers frequently employ ethos, pathos, and logos in their campaigns, as these elements form the basis of persuasion. By understanding how companies use ethos, pathos, and logos, individuals can better recognize and analyze advertisements. The Laughing Man Coffee brand prioritizes ethics over profits, supporting local communities in Colombia through its business model. By purchasing their coffee, consumers directly contribute to these communities' well-being. The brand's video appeals to emotions by showcasing children from disadvantaged areas and the company's founder interacting with them, evoking feelings of empathy and a desire to help. Calvin Klein's ad featuring Justin Bieber and Lara Stone employs celebrity influence to establish authority and trustworthiness. Celebrities are respected and admired, making their endorsement valuable for any brand. The ad's choice in featuring prominent figures like Biebber and Stone not only supports statements but also reinforces product quality and the brand's reputation. The Obama ad "The Choice" leverages ethical values like supporting the middle class and education to appeal to voters' moral compass. The ad's name itself implies a decision between more or less ethical candidates, aligning with people's preference for making good choices. It also uses phrases like "The President's Plan," showcasing Obama's authority to validate his viewpoint. West Side Mitsubishi's "First Ride Home" ad aims to establish the brand as safe and reliable by focusing on its 2014 safety features, particularly in a world where accidents are a major concern. The ads discussed aim to evoke emotions in viewers, primarily pathos, by focusing on the personal experiences of individuals or families rather than explicitly highlighting product features. One such ad is for a Mitsubishi vehicle, which tells the story of new parents embarking on their first journey home with their newborn baby. The video's emphasis on the emotional struggle and triumph of becoming parents creates a sense of connection with the viewer, encouraging them to prioritize the safety and well-being of their own family members. In contrast, Procter and Gamble's "Strong" ad for the 2016 Rio Olympics features various scenes of mothers protecting their children in scary situations. The video then cuts to an athlete about to compete, highlighting how these maternal figures instill courage and strength. This ad appeals to people's emotions by tapping into their love and appreciation for their mothers. Lastly, Hillary Clinton's 2008 campaign ad used a voice-over to create a sense of unease, highlighting the importance of a mother's presence during late-night moments when children are asleep and secure. In a desperate attempt to sway voters in their favor, politicians often resort to using fear as a motivator. This is no better exemplified than in campaign ads that use pathos to appeal directly to people's emotions and sense of love for their children. One notable example of such an ad was created by Lyndon Johnson in 1964, known as the "Daisy" commercial. The ad features a young girl peacefully picking daisy petals, only for the atmosphere to abruptly shift towards a depiction of nuclear war and destruction, implying that Johnson's opponent would lead the nation down this catastrophic path. Another example is seen in a campaign ad discussing the White House during the night, emphasizing the importance of being prepared to face challenges. This ad uses fear as a motivator by making people feel vulnerable and responsible for deciding who will answer the call when it arises – whether it's someone "tested and ready to lead in a dangerous world." Pathos plays a significant role in these ads, driving votes through emotional appeals rather than logic or credibility. An interracial couple with a mixed child successfully aired an ad despite facing racism, showcasing their inclusiveness campaign. Flex Seal's ad for Flex TAPE turned into a meme in 2017, featuring Phil Swift touting its benefits through real-life examples and logos. The scene of Phil Swift slapping tape to stop a leak became iconic. Verizon's ad showed a map comparing its nationwide coverage with AT&T's, highlighting the benefits of joining Verizon. This ad effectively demonstrated logos by using data and graphical representations. Other notable examples include makeup products labeling themselves as "cruelty-free" (ethos) or "#1 Dermatologist Recommended" (ethos), and soap bottles claiming to kill 99% of germs according to studies (logos). Advertisers can increase effectiveness by combining ethos, pathos, and logos in their campaigns.